

**Preliminary Interim Consolidated Financial Results for the  
Fiscal Year Ending March 31, 2008  
(Prepared in Accordance with Japanese GAAP)**

Tokyo, October 25, 2007—Today, the parent company of Sony Financial Holdings Inc. (“SFH”), Sony Corporation, is expected to announce its interim consolidated financial results for the second quarter ended September 30, 2007, prepared in accordance with generally accepted accounting principles and practices in the United States (“U.S. GAAP”). Sony Corporation's U.S. GAAP results are expected to include financial results for Sony Group’s Financial Services segment, which includes SFH and the SFH Group.

Although our preparation of financial results for SFH and the SFH Group, in accordance with generally accepted accounting principles and practices in Japan (“Japanese GAAP”), is not yet complete, preliminary consolidated financial results for the six months ended September 30, 2007 (April 1, 2007 to September 30, 2007) are provided below as part of our efforts to disclose information to our shareholders and investors in a timely and appropriate manner.

We expect to announce our final interim consolidated financial results on November 16, 2007.

**1. Preliminary Consolidated Financial Results for Six Months Ended September 30, 2007  
(April 1, 2007 to September 30, 2007)**

(Billions of yen, unless otherwise noted)

	Ordinary revenues	Ordinary profit	Net income
Six months ended September 30, 2007 (Preliminary)	¥ 404	¥ 27	¥ 16
(Reference) Six months ended September 30, 2006 (Actual)	¥ 354.7	¥ 17.8	¥ 11.0

Note: Amounts of less than one billion yen have been omitted in the figures stated above for ordinary revenues, ordinary profit and net income of preliminary results for six months ended September 30, 2007. The above-stated figures are prepared in accordance with Japanese GAAP.

**2. Principal Reasons For Changes in Consolidated Financial Results**

During the six months ended September 30, 2007, ordinary revenues for each of our three main operating subsidiaries increased and, in particular, the life insurance business delivered higher performance as the amount of individual insurance in force remained robust, boosting income from insurance premiums, together with an increase in general account investment income, resulting in an increase in consolidated revenues, compared with the corresponding period of the preceding fiscal year. In the non-life insurance business, net premiums written increased in line with a rise in the number of policies, mainly for automobile insurance. In the banking business, a greater volume of business pushed up interest income, such as interest on loans, contributing to the increase in consolidated ordinary revenues.

Ordinary profit rose, owing mainly to an increase in gains from general account asset management in the life insurance business. The non-life insurance business and banking business also delivered profit increases, contributing to the growth in consolidated ordinary profit.

Consolidated net income also increased year on year.

Today, SFH also announced its financial results forecast for the fiscal year ending March 31, 2008, revising forecast released on October 11, 2007 when the shares of SFH were listed for trading on the First Section of the Tokyo Stock Exchange. Please refer to these releases.

These preliminary interim results are based on information available to SFH's management as of this date, and may differ substantially from actual results expected to be announced on November 16, 2007 for a variety of reasons.

SFH's consolidated results\* are prepared in accordance with accounting principles and practices generally accepted in Japan. As such, these figures differ in significant respects from financial information reported by SFH's parent company, Sony Corporation, which prepares its financial statements in accordance with accounting principles and practices generally accepted in the United States.

\* The scope of consolidation for SFH's interim consolidated results for the fiscal year ended March 31, 2007 includes Sony Financial Holdings, Sony Life Insurance Co., Ltd., Sony Assurance Inc., Sony Bank Inc., and Sony Life Insurance (Philippines) Corporation. The scope of consolidation for SFH's interim consolidated results for the fiscal year ending March 31, 2008 also includes Sony Bank Securities Inc.

On October 25, 2007, Sony Corporation will announce its consolidated financial results for the second quarter ended September 30, 2007. SFH Group companies constitute the majority of Sony Group's Financial Services segment. However, the scope of Sony Group's Financial Services segment differs from the scope of SFH's consolidated results. For the scope of Sony Group's Financial Services segment, please refer to the October 25, 2007, news release by Sony Corporation.

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